

1. Business Background, Issues and Opportunities

1.1 Background

The background of Foliche is based on the idea of creating a product that can be enjoyed by most, if not all. Plant-based cheesecake is a product that can be classified in the Food and Beverage industry, with an added value of health and earth-friendliness.

An upward trend of health awareness in the world and in Indonesia, especially during the pandemic, has been shown by significant lifestyle changes, starting from a habitual activity to the type of food consumed daily. Based on a research, around 90% of Indonesians decided to ramp up a healthier lifestyle during the pandemic to increase their immunity (Alexander, 2021). This number is furthermore supported by a survey that shows 62% of increase in plant-based product consumptions by Indonesians. These changes is caused by the research which stated that individuals with plant-based diet are less severely impacted by COVID-19-like illnesses (Kim et al., 2021). These conditions further lead to the emergence of a new diet, plant-based diet, as a new lifestyle option.

Plant-based diet is a new lifestyle that proves to be beneficial to health and earth. It is a diet which depends mainly on plant sources, such as vegetables, nuts, legumes, fruits and tubers. These sources are high in fiber, vitamins, nutrients, and also contain low saturated fat which is known to cause cholesterol. Switching to plant-based diet proves beneficial for health as it is able to reduce the risk of cardiovascular illnesses to 16% and death caused by these illnesses by 31% (Kim et al., 2019). With the low percentage of saturated fat contained, this diet can also reduce the risk of type-2 diabetes by 34% (Satija, 2016). Moreover, it can also reduce blood pressure by 34% compared to people with normal lifestyle (Alexander et al., 2017). Thus, it is shown that plant-based diet is beneficial, cost-effective, helps lower body fat, which in turn helps reduce blood pressure and cholesterol levels (Tuso *et al.*, 2013). Plant-based diet also morally focuses on minimally processed food, which in return helps reduce pollution and is more eco-friendly. This diet is different from vegan diet as it is less restricting and focuses more on environment and food sustainability (Panoff, 2020). In the development of the plant

based diet itself, it was found that Indonesia was the country with the third-highest rate of vegetarianism growth.

It is exceptionally easy to find a plant-based company that offers main course and snacks. On the other hand, finding a legitimate plant-based dessert has its own obstacles as most desserts are primarily processed animal-derived products, e.g.: butter, milk, and egg. Therefore, Foliche came up with the idea of plant-based cheesecake, made of only organic ingredients derived from plants.

Based on the research conducted by Foliche, 39 out of 50 individuals had already been aware of a plant-based diet, while only 20% of them leading a strict plant-based lifestyle due to health reasons or other means.

Foliche had done a feasibility study on 50 individuals, ranging from the age of 17 to 24 in the form of a questionnaire. The questions include their daily diet, their spending habits, their perception of plant-based diet and their hopes for plant-based diet. The result will be listed below.

1.1.1. Survey Results

Based on the survey, Foliche's respondents are between the ages of 17-24, with 72% of them currently living in Jabodetabek. Out of 50 individuals, 10 of them lead a plant-based diet in their daily lives while the rest live a normal diet. We then differentiate the questionnaire for normal dieters and plant-based dieters with the results as below.

The results based on the survey are:

Table 1.1. Questionnaire Results Based on Respondent Answers

Questionnaire Results (Normal Dieters)	
Are you interested in Plant-Based lifestyle?	62.5% of respondents might be interested in Plant-Based lifestyle while 22.5% is interested in this lifestyle

From this result, we observe the reason behind their interests or disinterests in regards to this lifestyle.

Why are you interested or not interested?

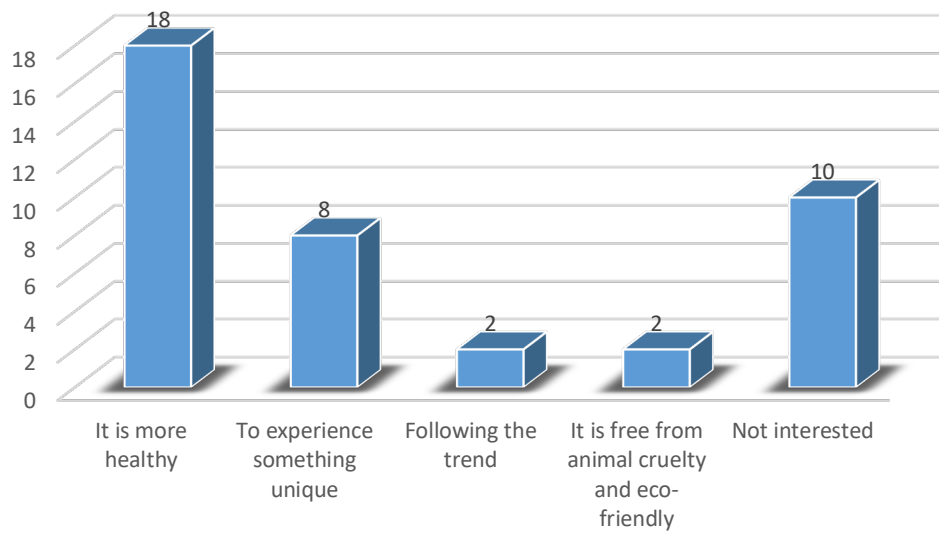


Figure 1.1. Interest Background

Next, from the difference of lifestyle within the respondents, we designed different set of questions to find out more of their issues.

Table 1.2. Questionnaire Results Based On Different Lifestyle

Questionnaire Results (Plant-Based Dieters)	
The reasons behind why you lead a plant-based lifestyle.	90% of the respondents or 9 out of 10 answered for health reasons.
How long have you led a plant-based lifestyle?	3 out of 10 respondents have led the lifestyle for more than a year, while the rest 70% for less than a year.
While leading this lifestyle, what is your biggest issue?	60% of respondents answered that it is hard to find a plant-based product and the unavailability of some food choices such as desserts.
Questionnaire Results (Both)	

Values that affect your buying decision?	35 responses for pricing, followed by 27 responses for nutrition values, 22 responses for product presentation and 6 responses for brand reputation.
How much are you willing to spend on a plant-based dessert?	52% of respondents are willing to spend < Rp. 60,000 on a plant-based dessert, 46% of respondents are willing to spend between Rp 60,001 to Rp 150,000 for a plant-based dessert. The rest 2% are willing to spend more than Rp 150,000.
Based on the description of Foliche's plant-based cheesecake, are you willing to try our product?	94% of respondents are willing to try Foliche's plant-based cheesecake.

1.1.2. Conclusion from Survey Results

From the survey, it can be concluded that Foliche is a very feasible business to operate within the targeted areas. Most individuals already know about plant-based lifestyle and are willing to try it out. There is also a need for more variety of plant-based food, especially in desserts. Most of the respondents also value pricing and nutrition which affects their buying impulses in which they are willing to spend money up to Rp 150,000 for a dessert. This market goes in line with Foliche who offers a plant-based cheesecake, which is healthy and yet affordable, with the price of Rp 55,000 per jar and Rp 155,000 for a package of 3 jars.

1.2. Issues

One of the main reasons why people adopt a plant-based lifestyle is for health worries and for dieting. There exist a lot of options for plant-based main courses, such as vegetable curry, vegetable wraps, etc., yet a limited option for the desserts. In normal occurrences, the most common plant-based dessert and is at everyone's disposal is in the form of nut treats. It is available almost everywhere,

even one could make it on their own. However, nut treats have their own adversities. It is often labeled as healthy because of the nuts and plant-based ingredients, yet it is found in a study that one nut treat contains 40% sugar and a considerable amount of fat (Clemons, 2020). Not only the high calorie contained in the fats, the high level of sugar percentage had totally beaten out the whole purpose of a "healthy" dessert, and made it non-consumable especially for those with diabetes. Furthermore, Indonesia is the 6th country in the world with the most diabetes patients. Sourced from World Health Organization, the number is also predicted to be constantly rising from 9.3% to 19.9% in the coming future.

Especially for people with diabetes, there are a lot of options in the market for sugar-free desserts. A sugar-free treat widely available in the market, however, contains a high amount of carbohydrates, calories and trans-fats. The sugar content is also often substituted with sugar alcohols or other substitutions such as stevia. These substitutions have been found to cause adverse gastrointestinal syndromes and may also stimulate appetite, which is counterproductive for diabetes patients. Thus, most diabetes patients are advised to keep their diets to 90% of healthy foods, such as grains, fruits, vegetables and beans.

Most nut bars in the market went through a lot of food processing, which releases carbon and pollution to the environment. The packaging, which is meant to be practical and efficient, is mostly made out of plastic, adding more harm to the environment.

Thus, the question is, how will everyone, regardless of their diets, be able to enjoy a dessert, which is reachable, practical, and without having to worry about the health and environmental aspects?

1.3. Opportunities

The background behind why Foliche is created is due to the fact that there are only a few variants of plant-based dessert which are healthy, practical and eco-friendly.

Thus, Foliche is bringing to the market a plant-based cheesecake which is made of only organic products such as vegetables, nuts and beans. Our plant-based cheesecake is different from those in the market in which it does not contain any

kind of animal-derived products, or any artificial sweeteners. Our plant-based cheesecake is gluten-free, dairy-free, and eggless, with minimal sugar. They provide certain nutrients which are good for health and not causing any health issues. Foliche's plant-based cheesecake offers a solution to those with restricted diets and health adversities to still be able to enjoy desserts without any worries of health. It is also minimally processed, in ways that it would help the environment by reducing waste and pollution. In addition, Foliche's plant-based cheesecake will be packaged in a reusable jar and paper holder to support eco-friendliness. Therefore, not only one could truly enjoy a dessert, but they could also help save the earth on the go.

